



ARTSGEORGIA
STATE OF THE ARTS™

ARTS SUMMIT PLANNING REPORT

Toward a Statewide Arts Action Convening
Report from the January 2012 Planning Meeting

ArtsGeorgia, Inc.
Artistic Logistics

Toward a Statewide Arts Action Convening Report from the January 26, 2012 Planning Meeting

On January 26, 2012, at the Cobb Energy Performing Arts Centre, a group of 19 arts leaders met to discuss the idea of holding a major meeting of Georgia's arts and cultural stakeholders during 2012. The common goal shared by all who attended is to improve the conditions for the arts and arts education in Georgia.

This planning meeting was hosted by Arts Georgia, attended by representatives from performing and visual arts organizations, service organizations and statewide networks including the Georgia Arts Network and the Georgia Council for the Arts. Participants were asked to help envision and plan a statewide event.

Goals and Objectives

The initial objectives for the event, as envisioned prior to the January 26 meeting, are to:

- Build powerful and positive relationships among leaders in the state's arts and cultural community
- Enable more effective communication and coordination
- Reinvigorate public advocacy and awareness on behalf of the arts and arts education in Georgia

During the meeting, additional themes and objectives were identified, including:

- Ensuring that the arts and arts education are an integral part of daily life
- Using a statewide convening to build:
 - Relationships among arts leaders
 - Connections among arts and cultural service organizations, in order to break down silos
 - Stronger working relationships with arts allies in other fields
- Working to ensure that educational institutions' and governments' goals align with the arts sector's goals
- Investigating alternative funding models for the arts and arts education in Georgia
- Crafting an arts advocacy and public awareness initiative that:
 - Uses research to inform our conversations
 - Uses the Georgia Forward model of convening across sectors to craft a compelling vision for the state (<http://georgiaforward.org>)
 - Generates a media campaign, a la Americans for the Arts' "The Arts. Ask for More" or the NEA's "Art Works for America"

Additional outcomes from this work may include:

- Using the event to demonstrate the power of the arts
- Building a sense of community in the arts (including tools, such as a major database or website to use in continued organizing)
- Documenting the return on investment and full economic impact of the arts sector
- Developing an action plan for the state's arts and cultural community

National and Regional Context

This work in Georgia is happening in the midst of a larger national context. In addition to advocacy work by Americans for the Arts, the Performing Arts Alliance – www.performingartsconvention.org – is aggregating advocacy information and supporting advocacy at the federal level. Many states have convened similar meetings to the one discussed on January 26, and seen results in public policy and new relationships. South Arts has recently released a study of the Creative Industries in the south, which puts the non-profit arts and culture sector into a larger category of for- and non-profit businesses.

Guidelines for Preparation

If the purpose of a major statewide meeting is to shape the future of the arts in Georgia, there are many steps to be taken in the process of organizing the meeting.

The gathering needs to be created thoughtfully, with both its desired outcomes and its place within larger movements established. Once it's complete, an on-going accountability structure that will keep actions coordinated will be essential.

The gathering needs to be attractive – some attendees at the meeting felt that an “Arts Summit” isn't a “sexy” name – as well as being inclusive of the many sectors that make up the arts and cultural community in Georgia. Both face-to-face and technology-based meeting processes can be employed (before, during and after the event itself). The perceived beneficiaries of the event must work on organizing it, and the entire process should be designed for collective learning.

Any statewide meeting addressing collective action about the arts should also at least acknowledge the state's many creative industries, which will allow for a broader set of constituents and stakeholders. Non-profit participants, business community and philanthropy leaders can be convened as allies who are working to improve the climate for the arts and arts in education in Georgia.

Next Steps

The participants on January 26 agreed that the immediate next step in organizing the event is the creation of a “Call to Collective Action” with the event’s context, goals and timeline identified.

Once that document is created, it can be used as a tool for gathering the commitment and participation of a broad spectrum of leaders. Who should participate in the event will need to be decided; there were two schools of thought present on January 26:

- Artists and non-profits need to know each other – we should meet together first, then grow to include others
- Let’s revel in the richness of our cultures, and bring divergent interests together – leaders, connectors, visionaries, marketers – so that we work outside our normal spheres of influence

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Those present agreed that it’s essential to decide the “audience” for the event in advance.

The core messages for the event are that art matters and that access to the arts is an American value. Those present agreed that the messages should be emotionally appealing, and that the event has to have a clear reason for people to attend so that everyone is certain it will be worth their time to participate. There may be variations on the messages, tailored to particular audiences. One participant suggested engaging a futurist to put the work into the context of what’s coming next in Georgia and the nation.

Several decisions about the event will need to be made in the early planning stages:

- The range of participants (non-profit, for-profit, arts, education, creative industries, overall business community)
- The life of the event: Once? On-going? Is it the culmination of work, or a catalyst for future work?
- What mechanisms for arts advocacy and public awareness will the event be part of, and how will those be organized:
 - Congressional districts?
 - Network of organizations to mobilize statewide?
 - Local hubs for learning about issues?

A working group of those present will craft the “Call to Collective Action” and Arts Georgia will pursue participation in the event by leaders from various sectors.

Stay tuned.

January 26, 2012 Meeting Attendees

Convened by: Arts Georgia, Bill Gignilliat, President/CEO

Facilitated by: Artistic Logistics - Lisa Mount, Kathie deNobriga, MK Wegmann

Myrna Anderson-Fuller*	Hammonds House Museum
Chris Appleton√	WonderRoot
Allen Bell* ^	SouthArts
Tim Chapman√	Averitt Art Center
Sage Crump*	Alternate ROOTS
Tommy Deadwyler*	Ga Presenters & Sautee Nacoochee Comm. Assoc.
Leatrice Ellzy*	Beatrix Moss (formerly National Black Arts Festival)
Bill Gignilliat*	ArtsGeorgia
Muriel Hepburn*	National Black Arts Festival
Cinque Hicks√	Art Papers & Idea Capital
Jessyca Holland*	C4 Atlanta
Jhai James*	Georgia Council for the Arts
Wayne Jones*	Abraham Baldwin Ag College -Art Connection
Hank Kimmel√	Working Title Playwrights
Elizabeth Labbe-Webb*	VSA Arts of Georgia
Laura C. Lieberman√^	Cultural Arts Council Douglasville/Douglas County
Karen Paty*	Georgia Council for the Arts
Paul Pierce√^	Springer Opera House
Michelle Rodgers*	Georgia Association of Museums and Galleries
Alice Thacker*	Cobb Energy Performing Arts Centre
Joe Winter*	C4 Atlanta
Stan Woodard*	Artist & ArtsGeorgia

* Attending

√ Absent

^ Former President, GACAA

Georgia Arts Summit – 2012

Planning Meeting Agenda

January 26, 2012 1:30 – 4:00 pm
Cobb Energy Performing Arts Centre

Welcome Bill Gignilliat

Introductions Lisa Mount

Meeting Agreements Kathie deNobriga

Summarizing Our Common Goals: Improving conditions for the arts and arts education in Georgia

Objectives:

- Build powerful and positive relationships among leaders in the state's cultural community
- Enable more effective communication and coordination
- Reinvigorate public advocacy and awareness on behalf of the arts and arts education in Georgia

Context of other activities around the US MK Wegmann

Determination of Purpose Discussion

The Big Question: How to shape the future of the arts in Georgia

- We believe in the value of organizing
- We believe in convening as an organizing strategy
- We believe the time is right for a unifying forum to create a road map and action plan

Break

Breakouts: Strategize the components of implementing the purpose at a statewide arts summit

Leadership Forum [what is it, what kinds of people should be present, including allies outside the arts]

Coordinated Messages and Advocacy [what is it and how to develop]

Big Implementation Steps [what has to happen to get to the summit]

Report backs

Consensus on forward movement

Who's interested?

How do you think you want to be involved

Establishing Working Group(s)

Evaluate and Adjourn